
	Recommended Program of Study for: Marketing					
Career Cluster: Marketing			Career Pathway: Marketing Management			
9th Grade	10th Grade	11th Grade	12th Grade	Postsecondary		
English I	English II	English III	English IV	College of Southern Nevada Great Basin College Nevada State College Truckee Meadows Community College University of Nevada, Las Vegas University of Nevada, Reno Western Nevada College		
Algebra I	Geometry I	Algebra II	Senior Level Math Course			
Biology	Chemistry or Geoscience	Junior Level Science Course	Elective ¹			
Health / Computer Literacy	World History	US History	US Government			
Physical Education	Physical Education	Foreign Language ² or Elective ¹	Foreign Language ² or Elective ¹			
Principles of Business and Marketing	Marketing I	Marketing II	Marketing Advanced Studies	Career and Technical Student Organizations		
Work-Based Learning	Secondary	-- Articulation --				Postsecondary
Job Shadowing Internship / Work Experience Career Day / Fair Field Trips / Guest Speakers	Principles of Business and Marketing Marketing I Marketing II	Up to 6 credits at College of Southern Nevada Up to 6 credits at Great Basin College Up to 6 credits at Truckee Meadows Community College Up to 6 credits at Western Nevada College (subject to change)				DECA
CTE Assessments³	Available Industry Certifications			High Wage - High Skill - High Demand Careers⁴		
End of Program Technical Assessment for Marketing Workplace Readiness Skills Assessment (for Employability Skills Standards)	<u>Certification</u>	<u>Provider</u>	Merchandise Buyers Account Supervisors Media Buyers/Planners Research Specialists Brand Managers Product Planners Field Marketing Reps Entrepreneurs			

This Program of Study is based upon the requirements needed for an Advanced Diploma. Academic course names may vary among school districts. All students must pass the high school proficiency exams to qualify for any high school diploma.

¹ Electives may include arts and humanities courses or other career and technical education courses that relate to the program of study.

² Foreign Language courses are recommended if a student is planning on entering a university. (See individual university admission policies)

³ CTE Assessments will be administered during the completion level CTE course.

⁴ For additional career and employment information visit <http://www.nvcis.intocareers.org/> and <http://www.NevadaYouth.org>